What is claimed is:

1. A method of analyzing and presenting profile data, comprising:

(a) collecting profile data;

(b) analyzing said profile data; and

(c) visualizing said profile data.

2. The method of claim 1, wherein said profile data is obtained from web-sites.

3. The method of claim 1, wherein said profile data is obtained from manufacturing systems.

4. The method of claim 1, wherein said profile data is obtained from process systems.

5. The method of claim 1, wherein said profile data is obtained from clinical trial systems.

6. The method of claim 1, wherein said profile data is obtained from biomedical systems.

7. The method of claim 1, wherein said profile data is obtained from information technology systems.

8. The method of claim 1, wherein said profile data is obtained from telecommunications systems.

9. The method of claim 1, wherein analyzing profile data allows clustering entities according to said profile data into clusters of entities.

10. The method of claim 9, wherein said clustering is performed with K-means, hierarchical, or neural network clustering.

11. The method of claim 9, wherein said clusters are compared.

12. The method of claim 11, wherein said comparison of clusters is conducted with data comprising:

(a) customer purchases;

(b) customer viewing; and

(c) customer income.

13. The method of claim 12 wherein, said clusters are analyzed.

14. The method of claim 13, further comprising analyzing said clusters of entities to determine:

(a) the value of said cluster of entities;

(b) the number of entities in said cluster of entities; and

(c) the attributes of entities in said cluster of entities.

15. The method of claim 14, wherein said entities are customers.

16. The method of claim 1, further comprising:

reporting alternative methods of web-site design.

17. A method of altering an electronic media content, comprising:

analyzing entity profile data; and

adjusting the electronic media presentation based upon said entity profile data.

18. The method of claim 17, wherein:

said electronic media is a web-site comprised of web-pages; and

said step of adjusting electronic media comprises adjusting web-page links to account for said entity profile data.

19. The method of claim 18, wherein said step of adjusting further comprises the step of, adjusting web-page content to account for said entity profile data.

20. The method of claim 19, wherein said step of adjusting web-page content is based upon profile data for a particular web-site visitor.

21. The method of claim 20, wherein said step of adjusting web-page links is performed throughout a web-site.

22. The method of claim 21, wherein said step of adjusting web-page links is performed for all web-site visitors subsequent to determining said web-site visitors' profiles.

23. A computer system for processing entity profile data, comprising:

(a) means for collecting profile data;

(b) means for analyzing said profile data; and

(c) means for visualizing said profile data.

24. In a computer system having a graphical interface comprising a monitor and a selection device, a method of processing and displaying profile data to a user comprising the steps of:

(a) uploading profile data;

(b) analyzing said profile data;

(c) visualizing said profile data to the user on the monitor; and

(d) providing the user with menu options for the selection of alternate methods for analyzing and visualizing said profile data.

25. The method of claim 24, wherein said profile data is customer profile data.

26. A set of application program interfaces embodied on a computer-readable medium for execution on a computer in conjunction with an application program that presents entity profile data of interest to a user, comprising:

a first interface that receives parameters for a set of entity data attributes;

a second interface that receives an individual profile analysis type; and

a third interface that receives parameters for a first group of entity profile data and an individual profile analysis type and returns a second group of analyzed entity profile data wherein said second group of analyzed entity profile data matches said individual profile analysis type and said first group of profile data attributes.

27. A method of creating classifications, comprising:

(a) selecting a populations of entities;

(b) defining segments to which an individual entity may belong;

(c) selecting a subset of segments;

(d) defining characteristics of a population of entities;

(e) comparing said subset of segments against said population of entities; and

(f) determining important characteristics of said subset of segments based on said comparison.

28. The method of claim 27, wherein said comparison in step (e) is based on said characteristics defining a population.

29. The method of claim 27, wherein said comparison in step (e) is based on statistics generated to perform said comparison.

30. The method of claim 27, wherein step (c) comprises steps:

(c1) selecting a first subset of segments;

(c2) selecting a second subset of segments; and

wherein step (e) comprises comparing said first subset of segment with said second subset of segments.

31. The method of claim 27, wherein:

(I) defining a group of segments of step (b) comprises defining two segments;

(II) selecting a subset of segments of step (c) comprises selecting a subset with size two.

32. The method of claim 27, wherein said important characteristics of said subset are selected based on those which are best and worst relative to the comparison population.

33. The method of claim 27, wherein said important characteristics are displayed in a visualizer.

34. A graphical user interface to display entity profile data comprising:

(a) one or more windows to present a graphical representation of said profile data;

(b) one or more windows to present statistics generated from said profile data;

(c) one or more windows to provide menus for adjusting said profile data displayed; and

(d) means for changing said profile data by:

(1) altering said provided menus; and

(2) selecting data presented in said windows.